

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Aquamar, Inc.

California Manufacturing Technology Consulting

Aquamar Uses Edi System To Improve Customer Satisfaction

Client Profile:

Aquamar, Inc., a minority owned company in Rancho Cucamonga, California, has been manufacturing quality imitation crabmeat in a state-of-the-art processing plant since 1991. The company's 120 employees supply its products to large chain supermarkets and warehouse stores.

Situation:

Aquamar's large chain-store clients asked the company to automate its order processing and invoicing systems using an Electronic Data Interchange (EDI) system. They let Aquamar know that, without such a system, they would seek alternative suppliers. Aquamar contacted the California Manufacturing Technology Center (CMTC), a NIST MEP network affiliate, and asked for assistance selecting and implementing a system-compatible EDI.

Solution:

CMTC interviewed Aquamar managers to determine the exact requirements for both internal and external customers. CMTC reviewed its proprietary database of software vendors to select two suitable EDI software candidates. After viewing demonstrations from both vendors, Aquamar chose a software provider. In the fall of 2002, CMTC, working with the vendor, implemented the EDI solution. CMTC's implementation methodology guides the client through system planning, design, testing, and utilization.

Aquamar now has the ability to transmit and receive business transaction documents (i.e., sales orders and invoices) electronically. The system consists of a stand-alone PC, a special modem, and the EDI software. Upon completing an upgrade to its financial system, Aquamar will have completely automated the transaction processing system. The company plans to have more customers trade documents electronically in the near future.

Results:

Retained \$2 million in annual sales by satisfying existing client demands.

Saved 40 jobs.

Gained a 25 percent improvement in competitiveness.

Realizing a return-on-investment of 3:1 for this project.

Testimonial:

www.mep.nist.gov



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“[Thanks to the California Manufacturing Technology Center's efforts] We got our system up and running faster, received the quality education and training we needed, and retained our largest customer.”

Taka Iwasaki, Vice President, Operations